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ABSTRACT

Predicated on the idea that many scholars will come into contact with the media during the course of their careers, this guide addresses the "rules of the game" for academics when dealing with the media. The guide demystifies the workings of the press and other media and offers concrete, practical advice on how to work effectively with the media. Topics discussed in the guide include: giving news interviews to print, television, and radio reporters; writing op/ed pieces; appearing on television talk shows; and working with and through university public relations offices. The guide concludes with a list of several "reasonable expectations" for academics dealing with the media. (NKA)

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